

Message Text

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FM AMEMBASSY TANANARIVE

TO SECSTATE WASHDC 8424

UNCLAS TANANARIVE 1440

E.O. 11652:N/A

TAGS: BEXP, MA

SUBJECT: TENTATIVE FY 78 TRADE PROMOTION PROGRAM

REF: STATE 195121

1. IN ADDITION TO PROMOTIONAL EVENT (ITEM (H) (I) LOGGING AND FORESTRY CATALOG SHOW) SCHEDULED FOR MADAGASCAR, EMBASSY ALSO INTERESTED IN 5 OTHER EVENTS DISCUSSED BELOW. EMBASSY NOTES THAT IN ALL 5 CASES THE EVENT IS ALREADY SCHEDULED FOR AT LEAST ONE OTHER FRANCOPHONE POST.

2. ITEM A (I), OCT 77, WATER RESOURCES TECHNICAL SALES SEMINAR. IF THIS SEMINAR DEALS WITH IRRIGATION EQUIPMENT WE BELIEVE THERE ARE GOOD POSSIBILITIES IN MADAGASCAR GIVEN THE BASIC IRRIGATION METHODS ALREADY IN USE AND THE SEASONAL PATTERN OF RAINFALL IN MADAGASCAR. IF THIS EVENT INCLUDES IRRIGATION EQUIPMENT AND IS AVAILABLE FOR MADAGASCAR, EMBASSY CAN MAKE FIRM COMMITMENT BY MID-OCT 76 TO HOST THIS EVEN IN OCTOBER 77.

3. ITEM D (II) JANUARY 78 FOOD PROCESSING AND PACKAGING CATALOG SHOW. EMBASSY HAS ALREADY EXPRESSED INTEREST IN EVENT OF THIS SORT AND IN VIEW OF MADAGASCAR'S VARIOUS AGRICULTURAL PRODUCTION AND ITS IMPORT RESTRICTIONS, EMBASSY BELIEVES THIS TO BE A STRONG CANDIDATE FOR MADAGASCAR.

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4. ITEM (F) (II) MARCH 78. FORESTRY AND WOODWORKING MACHINERY TRADE MISSION: MADAGASCAR IS VERY CONSCIOUS OF ITS FORESTRY RESOURCES AND FRANKLY EMBASSY WOULD RATHER HOST A TRADE MISSION IN THIS FIELD THAN A CATALOG SHOW IN A VERY SIMILAR FIELD (LOGGING & FORESTRY) THE SAME SPRING. THEREFORE, IF POSSIBLE, EMBASSY, WHILE SUPPORTING THEME OF MAY 78 LOGGING & FORESTRY CATALOG SHOW, REQUESTS THAT THE TRADE MISSION BE SUBSTITUTED FOR IT IN MARCH OR APRIL 1978.

5. ITEMS J (I) & (II) JULY 78 COMMERCIAL FISHING TRADE MISSION & AGRICULTURAL EQUIPMENT CATALOG SHOW. THESE ARE BOTH AREAS WITH POTENTIAL IN MADAGASCAR, BUT THE TIMING IS UNFORTUNATE. EMBASSY'S ONLY ECONOMIC/COMMERCIAL OFFICER LIKELY TO TRANSFER IN SUMMER 1978 MAKING JULY PROMOTIONAL EVENT AN UNLIKELY PROSPECT. HOWEVER, IF EITHER OF THESE EVENTS IS RESCHEDULED OUTSIDE SUMMER TRANSFER SEASON, EMBASSY WOULD BE INTERESTED.

ONE NOTE OF CAUTION: A COMMERCIAL FISHING TRADE MISSION WOULD HAVE TO BE SCHEDULED FOR AT LEAST TEN DAYS TO ALLOW MISSION TO VISIT COASTAL AREAS OF THIS LARGE ISLAND. EMBASSY REALIZES THAT PROBABLY THIS WOULD BE TOO TIME CONSUMING FOR MISSION MEMBERS. EMBASSY, HOWEVER, IS QUITE INTERESTED IN THE AGRICULTURAL EQUIPMENT CATALOG SHOW IF IT CAN BE HELD NO LATER THAN QH THAN MID-JUNE 1978 AND NO CLOSER THAN 60 DAYS TO ANY OTHER PROMOTIONAL EVENT.SHEINBAUM

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